

# Brief Analysis on China Rural Tourism

## BREVE ANALYSE DU TOURISME RURAL CHINOIS

Zhao Chenghua<sup>1</sup>

**Attract:** This paper analyzes the strengths and existing problems in the development of China rural tourism, putting forward some main countermeasures in many areas: strengthening layout and industrial management; promoting the cultural taste of rural tourism products and how to improve the construction and management level of this industry. Additionally, it is discussed in which way that exerts the government's roles to push up corporately the development of rural tourism industry and living conditions of local people.

**Key words:** China, Rural tourism, Strengths, problems, countermeasure

**Résumé:** L'article présent analyse les points forts et les problèmes existant dans le développement du tourisme rural de Chine et propose des contre-mesures dans bien des domaines : le renforcement de l'arrangement et du management industriel, la promotion des produits culturels du tourisme rural et l'amélioration du niveau de construction et de management de cette industrie. En plus, l'auteur discute de quelle manière le gouvernement joue son rôle pour favoriser le développement du tourisme rural et améliorer les conditions de vie de la population locale.

**Mots-Clés:** Chine, tourisme rural, points forts, problèmes, contre-mesure

China rural tourism is a kind of new operation of tourism business. Based on folk cultures, gardening sights, farming tourism resources, etc, it provides different tour, leisure, entertainment and shopping services and experiences to urban tourists. According to the contents of this kind of new tourism model, it can be divided into sorts of types, such as rural sighting tourism, rural cultural experience tourism, holidays tourism, leisure tourism and eco-tourism, and so on. China rural tourism has following five operational transactions, including "Happy Farmer house" tourism near the main cities, visiting high-tech agricultural zones, new agricultural villages, the development of ancient hamlets and finally the brilliant views of farming works.

For having very rich natural and ecotourism resources, China should see a rapid and enormous development of her rural areas as long as they can face reasonably this kind of advantages, opportunities, and of course, many challenges.

Firstly, there are great rich rural tourism resources, natural resources and man-made tourism resources, in such areas. But these precious resources still need to be developed and marketed people or organizations of insight.

Secondly, rural cultures are special and unique. In these areas, a tree, a river and even a mountain have its own stories and legends that provide a broad room and bright prospect for the rural tourism development in the future. Thirdly, environmental qualities are quite excellent in these areas. Nowadays, people living in urban cities usually have great stress and pressures on their shoulders, which make them to escape to rural areas to hobnob with the pure natural environment, improve their living qualities and pursuit new living fashions. Rural areas, undoubtedly, have much better water qualities, sound qualities, etc, than that in urban cities.

## 2. THREE MAJOR STRENGTHS FOR DEVELOPING CHINA RURAL TOURISM

<sup>1</sup> Wu Han University of Technology; Director of Tourism Training Center, Shenyang city, China.

\*Received 26 January 2007 ; accepted 17 March 2007

### **3. EXISTING PROBLEMS FACED BY THE DEVELOPMENT OF CHINA RURAL TOURISM INDUSTRY.**

#### **3.1 Lacking scientific and united layout and management**

If the tourism layout of rural areas is not well planned from the start, as a result, the negative effects cannot be ignored in the following years. Besides, imperfect legislation system, bad sanitation and environment conditions can restrict the development of China rural tourism to some extents.

#### **3.2 Not having various products forms**

Existing products are quite alike, in other words, are short of changes. It will discourage tourists' consume, make it more serious for tourism services competition, enlarge the market crisis and low down the profits of their development.

#### **3.3 Absence of characteristics of products**

##### **3.3.1 Folk-custom resources fade away rapidly**

Lashed by modern ideas and living fashions, young generation pay little interests on folk-custom and local cultures. Some precious folk handcrafts are getting lost without being protected and inherited in proper ways.

##### **3.3.2 Exploration of folk-custom tourism products aren't well done**

Folk-custom tourism products are very important parts of tourism market. It's a main activity for a tourist to purchase souvenir after eating, housing, transportation and looking. What folk-custom tourism products are artistic souvenirs with high viewing, memorizing and practical characteristics.

##### **3.3.3 Simplification of forms of folk-custom tourism**

Folk-custom tourism should place importance on itself practical, real, entertain mental and involving characteristics. But in the real world, it is often designed as a one-day tour that is hard for tourist to deeply realize the significance of folk-custom and culture during the process. Hence, more and more several of tour routes with abundant meanings should be produced

#### **3.4 Management level needing improvement**

Firstly, at the point of management theory, environment and service level are not put in a very important place. Some of enterprises or local governments are unwilling to do some benchmarking works and go out to study

from others. Secondly, farmers, who are to run rural tourism business, are not trained well enough. If they receive good enough trainings, they might get very high profits and tourists demand can be fulfilled as well. Additionally, the target for China rural areas' industrial restructures can be done successfully. Finally, rural tourism operators at local areas don't have promotion consciousness and they just like to wait passively for tourists to come and depend on government's help.

### **4. COUNTERMEASURES FOR DEVELOPING CHINA RURAL TOURISM INDUSTRY**

#### **4.1 Proper layout process is the first step: strengthening layout process and management works in this industry**

Proper layout leads the process of development in rural tourism, which can both abstain developing in disorder and be good to protect the profits of its investors and operators. Besides, it can also strengthen the management and monitor force for rural tourism industry, perfect rural tourism market, introduce fairly competitive system, so that for improving the rural tourism products qualities.

#### **4.2 Improving the cultural tastes of rural tourism products.**

Cultural taste is a new increasing point and soul for rural tourism development and it also can different itself from other kinds of tourism products. But nowadays, common rural tourism products don't have taken it to an important place. It is in great need to promote the cultural tastes and innovate the ideas for producing a rural tourism product.

#### **4.3 Shaping brands of rural tourism by conformity marketing**

Brand stands for a visual and cultural image for a product, hence an important competitive field among tourism destinations. Nowadays, most rural tourism destinations are not so well known by average tourists that can make brands of them. So they have to place a great importance on the promotion of themselves and make themselves brands in rural tourism markets.

The reasons why the conformity marketing is very important for those rural tourism services are that they are usually private-owned business without powerful strength and there distribution are commonly disperse and can do average marketing works effectively by themselves. In addition, local governments should play great roles in rural tourism marketing as well. They can

organize many hot events that are not easily undertaken by private operators to enhance the affinity of their rural tourism resources.

#### **4.4 HR training—improving the level of construction and management of rural tourism**

The purpose for developing rural tourism cannot be completed without qualified and skilled managers and workers. Farmers, the major practitioners of rural tourism, know little about how to manage rural tourism products, so they need trainings. Local governments should give more training to them and encourage them to go out to learn from other mature rural tourism destinations to open their minds. Meanwhile, they should give farmers good enough educations on tourism knowledge to boost the development of rural tourism in local areas.

#### **4.5 Rigid environment construction: pushing corporately rural tourism and local living conditions**

Because of relatively lower economy level, the rigid

condition for rural tourism in China is not good with poor basic and service establishment. According to the research, the level of service establishment in destinations restricts the development of rural tourism there. On the other hand, the development of rural tourism needs protecting and improving the rural areas' environment and unlocking the local folkways.

#### **4.6 Soft environment construction: starting the major roles of local government.**

As a broad industry, the development of rural tourism is highly affected by the governmental macro-management. Looking from the experience of rural tourism development in developed countries, it will achieve the great development if it gets enough sustains from local government. With the increasing scale of rural tourism, it must need co-operation among villages, towns and even counties in different areas, which depends on the governments playing good roles on macro-management.

### **REFERENCES**

- Cao Guoxuan, *Creating brand of rural areas, managing green products.*, The mass network, 2/Nov./2006.
- Fang Zengfu, *Basic Principles of Rural tourism layout*, Transaction of Yuxi Normal college, 6<sup>th</sup> periodical, 2000.
- Hanli & Duan Zhihui, *Basic Exploration of development of rural tourism.*, Regional research and development, 4<sup>th</sup> periodical, 2000.
- Liu Yan, *Innovation of zoological tourism products in western China.*, Economy and Management publishing company.
- The development of Happy former housing---pushing the rural tourism development in Szechwan China.*, Network of China rural areas marketing research, 29/Jun./2006.
- Wang Entong, *Looking Rural tourism based on glossary angle.*, Transaction of CAS, 27/Nov./2003.
- Wu En, Cai Yunlong & Jin Bo, *dissertation of purpose, Characteristics and Products of Rural Tourism.*, Transaction of Beijing Forestry University, 3<sup>rd</sup> periodical, 2002.
- Yang Cong, *Analysis of development of rural tourism.*, Management network, 10/Nov./2006.
- Yin Shaohua, Deng Desheng & Wen Jianlin., *Discussion of development countermeasures of rural tourism.*, Forestry Economy, 5<sup>th</sup> periodical, 2002.

### **THE AUTHOR**

**Zhao Chenghua**, PhD Candidate majored in Property Economics in School of Economics, Wu Han University of Technology; Director of Tourism Training Center, Shenyang city.